Ron Popham, Principal, Maritime Trade Office

June 7, 2011
- Created by State Legislature in 1963
- Special District with Port as Trustee of State Tidelands
- 5-City Port with 7-Commissioners appointed by City Councils
- Port revenue peaked in FY 2009 at $151 million dollars
- 60% of revenue from Real Estate, 30% from Maritime, 10% Other
- $10.7 billion dollar impact to region
- $Over 7 billion dollars generated were Marine industrial related
- $3 billion dollars were tourist industry related
- 4th largest California deepwater port after L.A./LB/Oakland out of 11 with 3.5 million metric tons of volume
Maritime Business Plan Update
Completed FY 2009

- Stay ahead of the game
- Didn’t know bottom of market was coming
- Diversified cargo port and not L.A./LB
- Increased cargo capacity critical for region and District’s financial health
- Maritime shipping of cargo is cost-effective and environmentally sensitive
- Additional open storage areas needed to target:
  - Specialized container cargo
  - Steel products
  - Roll-on, Roll-off
  - Project cargos
- Designated as one of seventeen U.S. Strategic Commercial Seaports
- Either terminal may be used to support military operations
- Development Program underway to enhance military load-out operations
Tenth Avenue Marine Terminal
Planned Enhancements

- Additional cargo handling space adjacent to berths
- Additional open storage
- Back gate scale to streamline truck traffic
- Relocation of offices
Markets are collapsing and now this!

- **Experts: Deck idea is doable, expensive** (10/19/08)
- **Terminal deck point man undaunted by opposition** (10/12/08)
- **Measure could be trailblazer for Prop. B** (9/22/08)
- **State agency wary of marine terminal deck** (9/16/08)
- **Questions surround deck** (8/22/08)
- **Port to seek change in ballot language for deck initiative** (8/19/08)
- **Waterfront proposal is taken to next level** (8/17/08)
- **Port's lawsuit over deck to get hearing** (8/16/08)
- **Developers: Terminal deck could solve woes** (8/11/08)
- **Port sues to block ballot measure** (8/06/08)
- **Signatures submitted for marine terminal deck** (6/13/08)
- **Group proposes deck over terminal** (2/02/08)
Tenth Ave Marine Terminal
Planned Enhancements
National City Marine Terminal
Planned Enhancements

- New Rail Siding
- Quay Ave Closure
- Tank Farm
- 28th Street Closure

Note: The location and dimensions of features shown on this map, including parcel and lease boundaries and improvements, are conceptual, approximate, and not to scale.
Now add this to the mix!

CARB Diesel Emission Reductions
- Cold-Ironing
- Truck Retrofits / Replacements
- Cargo Handling Equipment Retrofits
- Voluntary Vessel Speed Reduction
Regulatory Action Required after December 31, 2009

Replace – 62

Replace or Retrofit – 237
Another addition to the mix
Barrio Logan Community Plan Update
Proposed National City Marine Terminal and Surrounding Area Land Use Changes
Accept being a Niche Port
Get Board support for capital investment in maritime business
Improve infrastructure in down times in order to get ready for up times
Improve infrastructure for operational efficiencies to increase thru-put
Improve infrastructure based on customer needs
Improve infrastructure to enhance volume capacity as a growing port
Be flexible and adaptable
What’s after windmills?
Questions?